**Dipti Jain**

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**Objective**

Seeking a challenging job in a reputed organization and integrate my content writing, SEO/SMM, Internet Marketing, Analytical and Software skills in the IT industry specially to excel in the field of content writing, SEO/SMM (Internet Marketing/Search Engine Optimization).

To create niche in the organization through my knowledge, skills and positive attitude.

**Summary**

I have done **CDMM certificationfromDigital Vidya** and having thorough knowledge of digital marketing’s different aspects and **Certified Facebook Marketing Coursefrom Digital Vidya**.

My Specialities are:

* **Keyword Analysis** – Research the best keyword using tools like; Google Keyword Planner, SEMrush, Moz’s Keyword Explorer, KWfinder tools etc., on major 3 factor relevancy
* **On -Page Optimization –** Meta Tags optimization, H1 & H2 Tags, Page content optimization, Image optimization, Hyperlink Optimization, XML Sitemap Creation & submission, Robots.txt file creation.
* **Off – Page Optimization -**  Social Bookmarking, Link building, Social Media, for improving the SERPs position, increase in page rank, increase in ranking,
* **Social Media Marketing –** Create/Run Facebook campaign for business, Facebook marketing for brand awareness, Facebook marketing for promotion and on that basis ROI for business.
* **Web Analytics –** Generation & analysis of traffic report using google analytics tool to understand the effectiveness of keywords being used and to measure the usefulness of the off – page optimization strategies.

**Digital Marketing Projects**

* **Digital Marketing Blog –** I have published my blog, which is basically comes under ‘Inbound Marketing Strategies’, Blog Name is – “10 ways to funnel visualization to convinced buyers”.

Blog Link for Reference - <http://www.digitalvidya.com/blog/ways-to-funnel-visualization-of-convinced-buyers/>

* **WordPress Website Creation –** I have Created my own website WordPress with the name – ‘**www.digitalworld577.wordpress.com’** and still working on it.
* **Digital Marketing Campaign –** I have run a digital marketing campaign as part of Facebook Marketing – The campaign/ Page Name “Professional Training Institution”.

**Experience**

* Worked as a **Recruitment Executive** with a Consultant firm [**MAGI Research and ConsultantPvt Ltd**] since June 2016 to September 2017, Gurgaon.
* How the focus on customer experience can help you drive growth in revenue <https://www.scholarinterviews.com/2018/04/how-focus-on-customer-experience-can-help-you-drive-growth-in-revenue.html>
* Have published my own blog which is based on ‘Inbound Marketing’

Blog Link for Reference - <http://www.digitalvidya.com/blog/ways-to-funnel-visualization-of-convinced-buyers/>

**Skills**

* As I have done **CDMM certificationfromDigital Vidya** and having thorough knowledge of digital marketing’s different aspects, So my skill form this certification are –
* Keyword Analysis
* On – Page Optimization
* Off – Page Optimization
* Social Media Marketing
* Content Writing
* Web analytics.
* From My current Employment – Management, Clients Acquisition, Team Management etc.

**Education**

* **Certified Facebook Marketing Course** from **Digital Vidya**, July 2017
* **CDMM Certification From Digital V**idya May 2017
* Master’s in Business Administration(MBA with Marketing) from Prestige Institute of management Gwalior, 2014
* Bachelor of Science (B.Sc. with Biotechnology) From B IMR College of Professional Studies Gwalior, 2011
* HSC from Govt. Girl H. S. School, Ambah, 2007.
* SSC from Govt. Girl H. S. School, Ambah, 2005